



Entrepreneur Multi-Level Badge Series

Entrepreneur: Badge Requirements

The Entrepreneur badge series has badges available for Daisies through Ambassadors and pairs well with the Daisy Petals: Honest & Fair, Respect Myself & Others, Courageous & Strong, Respect Authority . Activities include business ethics, make a prototype of a product or service, share and make changes, and creating a business plan. Choose one activity from each category. There is also an extension for older Girl Scouts to learn about the different types of businesses.

Business Ethics

- Fair Business Scenarios
- Talk to a business owner about business ethics

Make a Prototype

- Create a new product or service idea
- Visit a business and learn about their product or service

Share and Make Changes

- Share your new or improved product or service and give feedback to each other. Then make changes to your design

Types of Businesses Extension

- Types of businesses (this activity is meant for Cadettes, Seniors, and Ambassadors)

Make a Plan and Share It

- Create a basic plan
- Create a plan and share it through posters and presentations
- Create a detailed business plan

Daisy Petals

In a multi-level troop or family, you might have a Daisy Girl Scouts working on their petals while other Girl Scouts are working towards badges. This badge in a booklet has been designed so that Daisies can earn their Honest and Fair, Respect Myself and Others, Respect Authority, and Courageous and Strong petals by completing the same activities as the older Girl Scouts. Descriptions of the activities and how they relate to the petals are below and on the following page.



Honest & Fair, Respect
Myself & Others,
Respect Authority

Entrepreneur: Fair Businesses

Girl Scouts learn about business ethics and what it means for a business to be fair. They learn a little bit about valuing their own time, being honest with their partners, and following laws and rules such as those made by the Health Department.



Courageous & Strong

Entrepreneur: Make & Share Your Plan

Girl Scouts share their business plan with troop members, friends, or family. It takes courage to share their ideas with other people, do a presentation, and start their own business when it's not guaranteed to work.

Items you will need to supply if you do all the activities:

Supplies you might need to borrow or purchase:

- **Basic Craft Supplies:** Paper, pencils, markers, scissors, glue, tape, beads, string or yarn, pipe cleaners
- **Suggested tinkering supplies:** cardboard, cardboard tubes, fishing line, popsicle sticks, dowels, clothespins, straws, pipe cleaners, rubber bands, brass fasteners
- **Presentation supply options:** poster board, markers, report covers, computer with slides or powerpoint

Other Resources:

Computer Access: This is not required, but it may be useful especially for older Girl Scouts to research items that are already on the market or to write up their business plan

Field trip or Guest Speaker: One way to complete part of the badge would be to visit a local business to learn about business ethics, how a business is run, and examples of products and services.

Abby heard her friend Ana talking about setting up a lemonade stand next month and selling lemonade popsicles instead of the drink. Abby thought this was a neat idea and copied it. She set up her own Lemonade Popsicle stand that day after school. Should she tell her customers that they were her own brand new creation?

Emily created fidget spinners to sell to her friends. Her younger sister helped her make them, so Emily told her that they would share the money they earned evenly. Emily decided that since she was the only one selling them, she should earn more. She didn't tell her sister. Should she pay her sister the same amount or should she keep more money since she did more work?

Sophie created a new type of candy bar. She is trying to decide if she really needs to follow the rules that are posted on the health department's website.

Cristina is starting a new restaurant. She is trying to decide if she should pay herself for working the first few months the restaurant is open.

Zoey has a business selling special shaped kites. She had a customer email her and asked her for a refund because it was the wrong color. Zoey checked the order form and it matches the color that the customer got. What should she do?

Alex has a new business that is a non-profit. This means that they do not have to pay state or federal taxes on the materials they buy for the business. The business makes quilts and blankets for kids in the hospital. Alex goes to the store to buy needles for their sewing machine. The store has a sale for buy one get one free on the sewing needles she needs. She decides to buy a set of needles for the non-profit so that they don't have to pay the taxes. What should they do about the second set of sewing machine needles--use them at the business or at home?

Fair Business

Girl Scouts learn a little about business ethics and decide how different business scenarios relate to the Girl Scout Law.

From the kit:

Business Ethic Scenario Cards

What you need to supply:

- nothing

Business Ethics: Fair Businesses



READ

When someone creates a new business, they are called an entrepreneur. Starting a new business takes a lot of time and hard work. Part of starting a new business is learning about business ethics which is the rules of running a business fairly. When you first start your business, you need to make sure that you're not copying someone else's ideas and saying they are yours, you're not wasting your time or materials, you are following the government's rules, and you are paying yourself a fair amount for the work you do.

THINK

What are some ways that you will need to be fair when you create and run your own business?

DO

Each card has a problem or scenario that might happen to you if you are a business owner. You are going to read through the problems and decide what you would do if you were the business owner. Then you will decide which part of the Girl Scout law the scenario fits under the best:

- Honest and Fair
- Respect Myself and Others
- Respect Authority
- A different part of the law

Entrepreneur: Fair Business



Honest and Fair,
Respect Myself and Others,
Respect Authority

Being honest and fair means that we tell the truth and treat other people well. We respect ourselves and others by paying everyone fairly, giving people time off work, and listening to other people's ideas. We respect authority by following the laws and the rules that are set by the health department or other state departments.

Abby heard her friend Ana talking about setting up a lemonade stand next month and selling lemonade popsicles instead of the drink. Abby thought this was a neat idea and copied it. She set up her own Lemonade Popsicle stand that day after school. Should she tell her customers that they were her own brand new creation?

Emily created fidget spinners to sell to her friends. Her younger sister helped her make them, so Emily told her that they would share the money they earned evenly. Emily decided that since she was the only one selling them, she should earn more. She didn't tell her sister. Should she pay her sister the same amount or should she keep more money since she did more work?

Sophie created a new type of candy bar. She is trying to decide if she really needs to follow the rules that are posted on the health department's website.

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Zoey has a business selling special shaped kites. She had a customer email her and asked her for a refund because it was the wrong color. Zoey checked the order form and it matches the color that the customer got. What should she do?

Alex has a new business that is a non-profit. This means that they do not have to pay state or federal taxes on the materials they buy for the business. The business makes quilts and blankets for kids in the hospital. Alex goes to the store to buy needles for their sewing machine. The store has a sale for buy one get one free on the sewing needles she needs. She decides to buy a set of needles for the non-profit so that they don't have to pay the taxes. What should they do about the second set of sewing machine needles--use them at the business or at home?

Field Trip



What you need to supply:

- nothing

Field Trip Considerations

- Before going on a field trip, make sure that you review good field trip behavior:
 - Stay with the group or in buddies
 - Be respectful
 - Use your active listening skills
 - Follow all rules given by the business owner

Check out our Preferred Community Connections program for possible field trips!

Fair Business

Girl Scouts learn about business ethics from a business owner and relate it to the Girl Scout Law.

From the kit:

nothing

Business Ethics: Talk to an Owner



Daisy Petals

READ

When someone creates a new business, they are called an entrepreneur. Starting a new business takes a lot of time and hard work. Part of starting a new business is learning about business ethics which is the rules of running a business fairly. When you first start your business, you need to make sure that you're not copying someone else's ideas and saying they are yours, you're not wasting your time or materials, you are following the government's rules, and you are paying yourself a fair amount for the work you do.

THINK

What are some ways that you will need to be fair when you create and run your own business?

DO

You will talk with a business owner or visit a local business and ask questions about being an entrepreneur. Learn about their product or service and how their business is run. Do you have any questions for the business owner about ethics and fairness?

Can you find some ways that the business owner works to be fair or ethical? How does fairness in business relate to the Girl Scout Law:

- Honest and Fair
- Respect Myself and Other
- Respect Authority

Entrepreneur: Fair Business



Honest and Fair,
Respect Myself and Others,
Respect Authority

Being honest and fair means that we tell the truth and treat other people well. We respect ourselves and others by paying everyone fairly, giving people time off work, and listening to other people's ideas. We respect authority by following the laws and the rules that are set by the health department or other state departments.



Tinker

Craft



Create Something New

Girl Scouts will decide on their own business to create. This can be a fake business or a real business idea.

From the kit:

nothing

What you need to supply:

- Craft and Tinkering Supplies

Design Thinking

Girl Scouts will go through the Design Thinking Process to make a quick, first design of what their product or service will be. Remind Girl Scouts that these do not have to be perfect, it's a first try and they will make changes as they go.

Make a Prototype: Create Something New

READ

You are going to create your own business! There are different types of businesses, some sell products like a toy store or grocery store, some sell services (things you do for other people) like a hair salon or house painters, and some do a combination of the two like a restaurant.

DO

Think about what type of store or business you would like to make. Is there something you have ever wanted or needed that didn't exist? Could you make it? You could create a business that sells:

- something you wish you had
- something that makes your life easier
- a new invention
- a new food product
- a new toy

Or will your business provide a service or experience like an escape room, hair salon, babysitting service, or restaurant?

Choose one idea for your new business. You will create a **prototype** which is a first try at the design. Remember to follow the design thinking process: Brainstorm, design, build, test and re-evaluate, redesign, and build again! Your prototype will look different depending on your type of business. For example, you might:

- build a physical object like a new toy or decoration
- draw the wrapper for a new food item
- write and draw out what your new escape room will look like and what the story is

Field Trip



What you need to supply:

- Craft and Tinkering Supplies

Design Thinking

Girl Scouts will go through the Design Thinking Process to make a quick, first design of what their product or service will be. Remind Girl Scouts that these do not have to be perfect, it's a first try and they will make changes as they go.

Visit a Business

Girl Scouts will visit a business and then come up with ideas on how to improve or change the product or service, or create their own new idea.

From the kit:

nothing

Make a Prototype: Visit a Business

READ

After you have visited a local business, you will be brainstorming ideas of how to improve or change the business' product or service or create your own new product or service.

DO

Think about the business you visited and what type product they make or service they provide. You can either make changes to those ideas or create your own new business. Is there something you have ever wanted or needed that didn't exist? Could you make it? You could create a business that sells:

- something you wish you had
- something that makes your life easier
- a new invention
- a new food product
- a new toy

Or will your business provide a service or experience like an escape room, hair salon, babysitting service, or restaurant?

Choose one idea for your new business. You will create a prototype which is a first try at the design. Remember to follow the design thinking process: Brainstorm, design, build, test and re-evaluate, redesign, and build again! Your prototype will look different depending on your type of business. For example, you might:

- build a physical object like a new toy or decoration
- draw the wrapper for a new food item
- write and draw out what your new escape room will look like and what the story is



Tinker

Craft



Share and Make Changes

Girl Scouts will learn about giving positive and constructive feedback. They will practice giving each other feedback on their prototypes.

From the kit:

nothing

What you need to supply:

- paper and pencil for notes (optional)
- Craft and tinkering supplies for changes

Constructive Feedback

Make sure that you listen to conversations and intervene if the feedback becomes negative. As a volunteer, you are responsible for making sure that the discussion stays positive and constructive.

Entrepreneur: Share and Make Changes

READ

Part of the design thinking process is sharing what you've learned and getting constructive feedback or new ideas from someone else. Sometimes when someone new looks at our prototype or designs, they might have different experiences than we do which gives them different ideas. If you have an object like a new fidget toy, they might play with it in a way that you never thought of.

Constructive feedback is about a specific part of the project and gives the other person specific way to make it better. When we give someone constructive feedback, it's important to stay positive and tell them the things that you like as well as what you wish it had or a part that you didn't understand or like. We want to help them make their idea better and not be mean while we do it. For example, if someone is making a new fidget toy, we might tell them that the corners are too sharp and if you sand down the corners to make them smooth it would make it feel better in our hands. The sharp edges would be the specific part that could be improved, and sanding down the corners is the specific feedback of how to make it better.

THINK

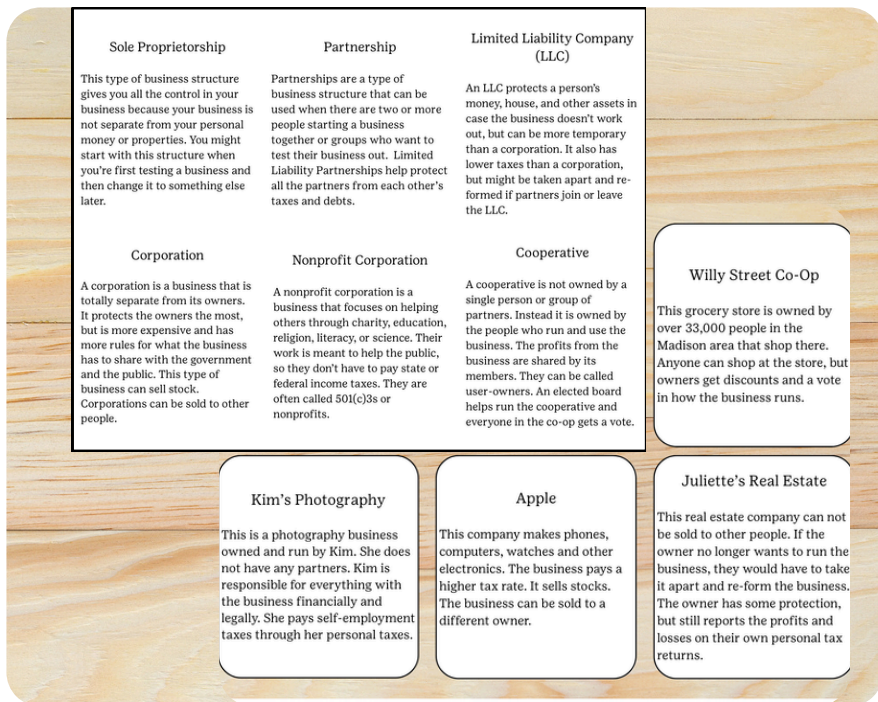
Why is it important to give constructive feedback or new ideas to other people on their designs?

DO

You will share your first design, or prototype, with a troop member, friend, or family member. They will give you constructive feedback or ideas of what you might need to change. When it is your turn to give feedback on a design, think about using these sentence starters to help you:

- I noticed _____.
- I liked _____. One way you could improve it would be _____.
- I didn't understand how to _____.

Types of Businesses



Types of Businesses

This activity is meant for Cadettes, Seniors, and Ambassadors, but younger Girl Scouts can do it as well with help. They will learn about different types of businesses and match examples to the descriptions.

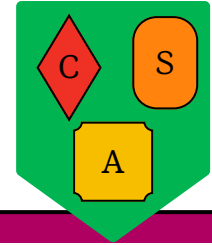
From the kit:

matching cards

What you need to supply:

- nothing

Entrepreneur: Types of Businesses



READ

When you are starting your own business, you need to think about what you will be making, selling, or doing for your customers. You will also need to decide how many people will own and run the business. There are different types of businesses and depending on the type of product or service you are creating and how risky the business is, one type might be a better fit for your new company.

THINK

What are some of the different categories of businesses or organizations that you already know about? Why do you think we have different types?

DO

Learn about some of the different choices for how to structure a businesses. These structures help decide how taxes are paid, who can be sued if the company does something wrong, and what types of taxes a company has to pay the government.

Read each of the Types of Businesses cards. Try to match them to the different examples of businesses.

Decide which type of business structure would fit the business you are creating the best.

Sole Proprietorship

This type of business structure gives you all the control in your business because your business is not separate from your personal money or properties. You might start with this structure when you're first testing a business and then change it to something else later.

Partnership

Partnerships are a type of business structure that can be used when there are two or more people starting a business together or groups who want to test their business out. Limited Liability Partnerships help protect all the partners from each other's taxes and debts.

Limited Liability Company (LLC)

An LLC protects a person's money, house, and other assets in case the business doesn't work out, but can be more temporary than a corporation. It also has lower taxes than a corporation, but might be taken apart and re-formed if partners join or leave the LLC.

Corporation

A corporation is a business that is totally separate from its owners. It protects the owners the most, but is more expensive and has more rules for what the business has to share with the government and the public. This type of business can sell stock. Corporations can be sold to other people.

Nonprofit Corporation

A nonprofit corporation is a business that focuses on helping others through charity, education, religion, literacy, or science. Their work is meant to help the public, so they don't have to pay state or federal income taxes. They are often called 501(c)3s or nonprofits.

Cooperative

A cooperative is not owned by a single person or group of partners. Instead it is owned by the people who run and use the business. The profits from the business are shared by its members. They can be called user-owners. An elected board helps run the cooperative and everyone in the co-op gets a vote.

Girl Scouts of Wisconsin Badgerland Council

GSWIBC helps Girl Scouts build courage, confidence, and character and make the world a better place. It does not pay state or federal taxes. It is run by a CEO and Board of Directors.

Gordon & Low

This is a law firm that is owned by more than one partner. The partners are protected from each other's debts and are partially protected from the debt of the business.

Willy Street Co-Op

This grocery store is owned by over 33,000 people in the Madison area that shop there. Anyone can shop at the store, but owners get discounts and a vote in how the business runs.

Kim's Photography

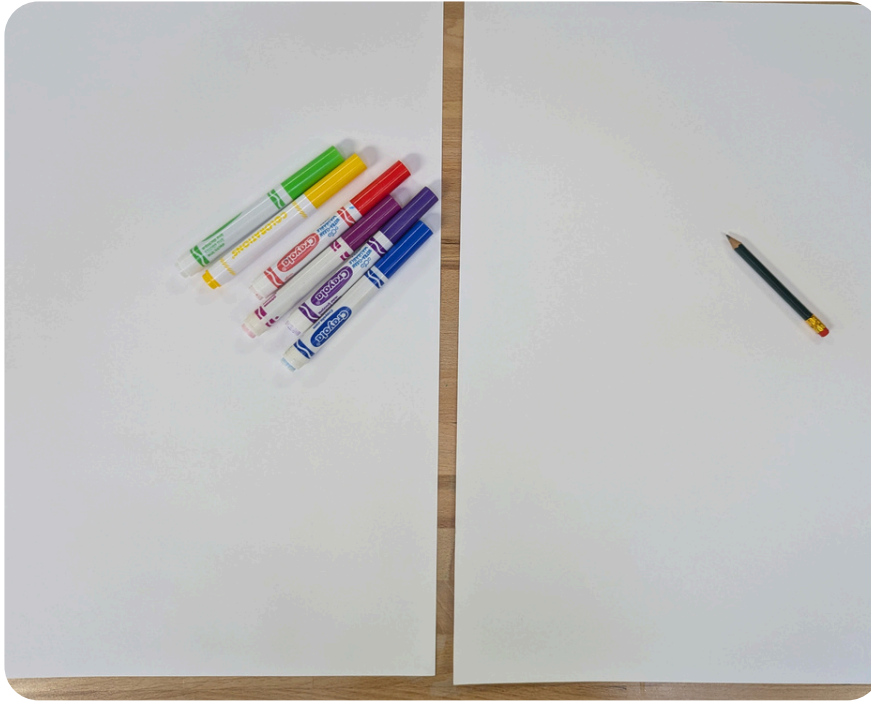
This is a photography business owned and run by Kim. She does not have any partners. Kim is responsible for everything with the business financially and legally. She pays self-employment taxes through her personal taxes.

Apple

This company makes phones, computers, watches and other electronics. The business pays a higher tax rate. It sells stocks. The business can be sold to a different owner.

Juliette's Real Estate

This real estate company can not be sold to other people. If the owner no longer wants to run the business, they would have to take it apart and re-form the business. The owner has some protection, but still reports the profits and losses on their own personal tax returns.



What you need to supply:

- posterboard, markers, pencil, paper

Create a Basic Business Plan

Girl Scouts create a simple business plan. This activity is geared more towards Daisies and Brownies

From the kit:

Business Plan template

Make & Share Your Plan: Create a Basic Plan



Daisy Petals

READ

Creating a new business idea and sharing it with other people takes courage! To start the business you are taking your ideas and creations and putting them up for sale. You have to have courage to try because you don't know if it will be a success or not before you open up the business. When people start a new business, they create a business plan that has all the information about what the business is selling, how it will be run, how it will make money, and more!

THINK

Who do you think entrepreneurs share their business plan with? Why?

DO

You are going to create a business plan and then share it with your troop, friends, or family. You can make a poster that includes

- Name of your business
- Description: What are you selling or doing?
- How will your business make money to pay the employees and buy more materials?
- Who will run the business and how many workers will it have?

Entrepreneur: Make and Share a Plan



Courageous and Strong

Being courageous and strong means that you do things that are hard, even if they are scary. It takes courage to start a new business with your own idea if you don't know if it will work. It can also take courage to present your ideas to other people.

My Business Plan

Name of Your Business:

Describe your business: What are you selling or doing? Are there other businesses that do this? How will yours be different?

Finances (money): How will your business make money to pay the employees and buy more materials?

Organization: Who will run the business and how many workers will it have?



Create a Presentation

Girl Scouts create a simple business plan. This activity is geared more towards Brownies, Juniors, or Cadettes.

From the kit:

Business Plan template

What you need to supply:

- posterboard, markers, pencil, paper
- Girl Scouts could also use computers if available to make a power point/slides presentation

Make & Share Your Plan: Create a Presentation

READ

Creating a new business idea and sharing it with other people takes courage! To start the business you are taking your ideas and creations and putting them up for sale. You have to have courage to try because you don't know if it will be a success or not before you open up the business. When people start a new business, they create a business plan that has all the information about what the business is selling, how it will be run, how it will make money, and more!

THINK

Who do you think entrepreneurs share their business plan with? Why?

DO

You are going to create a business plan and then share it with your troop, friends, or family. Be ready to answer questions about your business plan. You can make a poster or powerpoint/slides presentation that includes

- Name of your business
- Description: What are you selling or doing? Are there other businesses that do this? How will yours be different?
- How will your business make money to pay the employees and buy more materials?
- Who will run the business and how many workers will it have?

My Business Plan

Name of Your Business:

Describe your business: What are you selling or doing? Are there other businesses that do this? How will yours be different?

Finances (money): How will your business make money to pay the employees and buy more materials?

Organization: Who will run the business and how many workers will it have?



Create a Detailed Business Plan

Girl Scouts create a detailed business plan and present their ideas. This activity is geared more towards Cadettes, Seniors, and Ambassadors.

From the kit:

Business Plan templates and examples

What you need to supply:

- posterboard, markers, pencil, paper
- Girl Scouts could also use computers if available to make a power point/slides presentation

Make & Share Your Plan: Create a Detailed Business Plan

A purple rectangular icon with rounded corners and a black border, containing the word "READ" in black capital letters.

READ

Creating a new business idea and sharing it with other people takes courage! To start the business you are taking your ideas and creations and putting them up for sale. You have to have courage to try because you don't know if it will be a success or not before you open up the business. When people start a new business, they create a business plan that has all the information about what the business is selling, how it will be run, how it will make money, and more!

A purple cloud-shaped icon with a black border, containing the word "THINK" in black capital letters.

THINK

Who do you think entrepreneurs share their business plan with? Why?

A purple arrow-shaped icon pointing to the right, with a black border, containing the word "DO" in black capital letters.

DO

You are going to create a business plan and then share it with your troop, friends, or family. Be ready to answer questions about your business plan. Look at the example business plans. Depending on if you are selling a product or a service, your plan may look different. Follow these examples and create your own detailed business plan.

After you've created your document, you will create a poster or power point presentation to help you present your plan to your troop, friends, family, or even prospective business partners or investors.

Resources for writing a more detailed business plan

Small Business Administration: <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>



Small Business
Administration

Small Business Administration Services Example Document:

<https://www.sba.gov/document/support-rebeccas-business-plan-template-traditional>

Small Business Administration Products Example Document:

<https://www.sba.gov/document/support-andrews-business-plan-template-traditional>



Nerd Wallet

Small Business Administration Lean Product Example Document:

<https://www.sba.gov/document/support-andrews-business-plan-template-lean>

Nerd Wallet: <https://www.nerdwallet.com/article/small-business/business-plan>



Harvard
Business

Harvard Business Review: <https://hbr.org/1985/05/how-to-write-a-winning-business-plan>

Congratulations, you've completed the Entrepreneur Badge!

What's next?

- **Leave us your [feedback](#)!** Do you have suggestions for this Badge in a Booklet or requests for other multi-level badge series? Submit your ideas here.
- **Find another [Badge in a Booklet](#) or [Patch Program](#)**
- **Find a [Preferred Community Connections Partner](#)** to schedule a field trip as an extension of this badge or for your next badge earning experience.



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